

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims:

1. (Currently Amended) A system for measuring and recording user data in a communications network and associating the user data with demographic data of ~~the~~_a user, ~~the user being able to access a user computer processing means having browser means,~~ the system comprising:

a data processing meansprocessor for receivingto receive, from ~~the~~_a browser, ~~means~~ a measurement record after the user accesses a part of the network having a portion of measurement code embedded therein; the data processing meansprocessor to determiningdetermine from ~~the received measurement record whether a survey identified by a survey identifier included in the measurement record whether a survey~~ has been presented to the user; ~~whereupon if, when~~ the survey identifier is not detected, the data ~~processing meansprocessor forwards~~_{is to forward} a survey initiation code together with a compatible measurement code to the user in order to complete a survey including a request for the demographic data of the user;

~~the system further comprising:~~

a first electronic storage meansfor receivingto receive survey data of the user including the demographic data and the measurement record of the user, each being linked to the another and the survey data and the measurement record identified through a user identification code; ~~whereupon an interested party has access to information based on the measurement record and, the survey data of the user for the purpose of ascertainingto provide~~ information about the user in a market segment.

2. (Currently Amended) A system according to claim 1, wherein prior to the data ~~processing meansprocessor~~ receiving the measurement record from the browser ~~means,~~ the browser ~~means executes~~_{is to execute} the portion of measurement code embedded in the accessed part of the network and ~~sends~~_{to send} a request to the data ~~processing meansprocessor~~.

3. (Currently Amended) A system according to claim 2, wherein the data ~~processing~~

~~means~~processor delivers ~~is to deliver~~ the compatible measurement code to the browser
~~means~~ after receipt of the request.

4. (Currently Amended) A system according to claim 1, and further comprising:
second electronic storage ~~means for storing~~to store the survey data, ~~including and~~
demographic data, of the user.
5. (Cancelled)
6. (Currently Amended) A system according to ~~either one of claims~~claim 4, wherein
the second electronic storage ~~means is to receive linked to the data processing means, in~~
~~the form of a data collection node, for receiving~~ the survey data of the user from the data
processor.
7. (Currently Amended) A system according to claim 1, wherein the first electronic
storage ~~means is to communicate with~~linked to the second electronic storage ~~means for~~
~~receiving~~to receive the survey data of the user and the first electronic storage is also
linked to communicate with the data ~~processing means~~processor ~~for receiving~~to receive
the measurement record.
8. (Currently Amended) A system according to claim 7, wherein the first electronic
storage ~~means~~ comprises a market clickstream database.
9. (Currently Amended) A system according to claim 1, wherein the first electronic
storage ~~means processes and assembles~~is to process ~~said~~the information ~~for the interested~~
~~party~~ based on the survey data and measurement record of the user, and ~~forwards~~to
forward the information to an online reporting database.
10. (Currently Amended) A system according to claim 9, wherein the online
reporting database ~~is then accessed by the interested party to~~ is to provide access to the
information.

11. (Currently Amended) A system according to claim 10, wherein the online reporting database is to provide access to the information is retrieved by the interested party by compiling in response to a set of queries.

12. (Original) A system according to claim 1, wherein the measurement record includes the user identification code.

13. (Original) A system according to claim 1, wherein the measurement record includes a cookie including the user identification code.

14. (Currently Amended) A system according to claim 13, wherein the cookie includes the survey identifier, and upon detection of the survey identifier, the survey identified by the survey identifier is not delivered to the user browser ~~means~~.

15. (Currently Amended) A system according to ~~either one of claims~~ claim 13, wherein, where the survey initiation code is forwarded to the user browser ~~means~~, the survey initiation code is appended to the measurement code forwarded by the data ~~processing means~~ processor and the cookie applied to the browser ~~means~~.

16. (Currently Amended) A system according to claim 15, wherein once a survey is completed by the user, the survey is ~~then appended to or tagged~~ associated with the user cookie and returned to the data ~~processing means~~ processor for storage in the second electronic storage ~~means~~.

17. (Currently Amended) A method of ~~measuring and~~ recording user data in a communications network and associating the user data with demographic data of ~~the~~ a user, ~~the user being able to access a user computer processing means having browser means~~, the method comprising ~~the steps of:~~

~~the user accessing a part of the network having a portion of measurement code embedded therein;~~

forwarding a measurement record from ~~the~~a browser ~~means~~ to a data ~~processing~~
~~means~~processor in response to a portion of measurement code embedded in media
content;

determining from the received measurement record whether a survey identified by
a survey identifier has been presented to the user;

~~whereupon if~~when the survey identifier is not detected, transmitting survey
initiation code ~~is forwarded~~ with compatible measurement code to the user ~~in order~~ to
complete a survey including the demographic data of the user; and

forwarding ~~the completed~~ survey response data and the measurement record to a
first electronic storage ~~means, each linked by~~wherein the survey response data and the
measurement record are identified by a common user identification code; ~~such that an~~
~~interested party has access to~~wherein information based on the measurement record and
the survey response data of the user for the purpose of ascertaining ~~are provided to~~
ascertain information about the user in a market segment.

18. (Currently Amended) A method according to claim 17, ~~and further including the~~
~~step of: further comprising,~~ upon detection of ~~a~~the survey identifier, the survey data is
stored in the first electronic storage ~~means available for retrieval or processing.~~

19. (Original) A method according to claim 18, wherein the stored survey data is
identified by the common user identification code to enable the survey response data to
be used in conjunction with the measurement record.

20. (Currently Amended) A system ~~for measuring and recording~~to measure user data
in a communications network and ~~associating~~to associate the user data with demographic
data of ~~the~~a user, ~~the user being able to access a user computer processing means having~~
~~browser means,~~ the system comprising:

a first electronic storage;

a data processing means~~processor~~ for receiving~~to receive~~ from ~~the~~a browser
~~means~~ a measurement record after the user accesses a part of the network having a
portion of measurement code embedded therein; ~~wherein~~ the data ~~processing~~
~~means~~processor determines~~to determine~~ from ~~the received measurement record if the~~

~~survey identified by a survey code included in the measurement record whether a survey has been presented to the user and has been completed by the user; wherein the data processor to forward the measurement record containing at least a portion of the user data to the first electronic storage, where the survey has been completed by the user and survey data stored in a first electronic storage means, the measurement record, containing a portion of the user data, is forwarded to the first electronic storage means; at least one of the measurement record and the survey data, including demographic data of the user, being identified by a user identification code; and wherein an interested party has access to information based on the measurement record and the survey data of the user for the purpose of ascertaining~~are to provide information about the user in a market segment.

21. (Currently Amended) A system according to claim 20, wherein compatible measurement code is to be sent from the data ~~processing means~~processor to the browser ~~means in order to measure and record~~ user data of the user as the user accesses various portions of the network.

22. (Original) A system according to claim 21, wherein the network is the Internet.

23-25. (Cancelled)